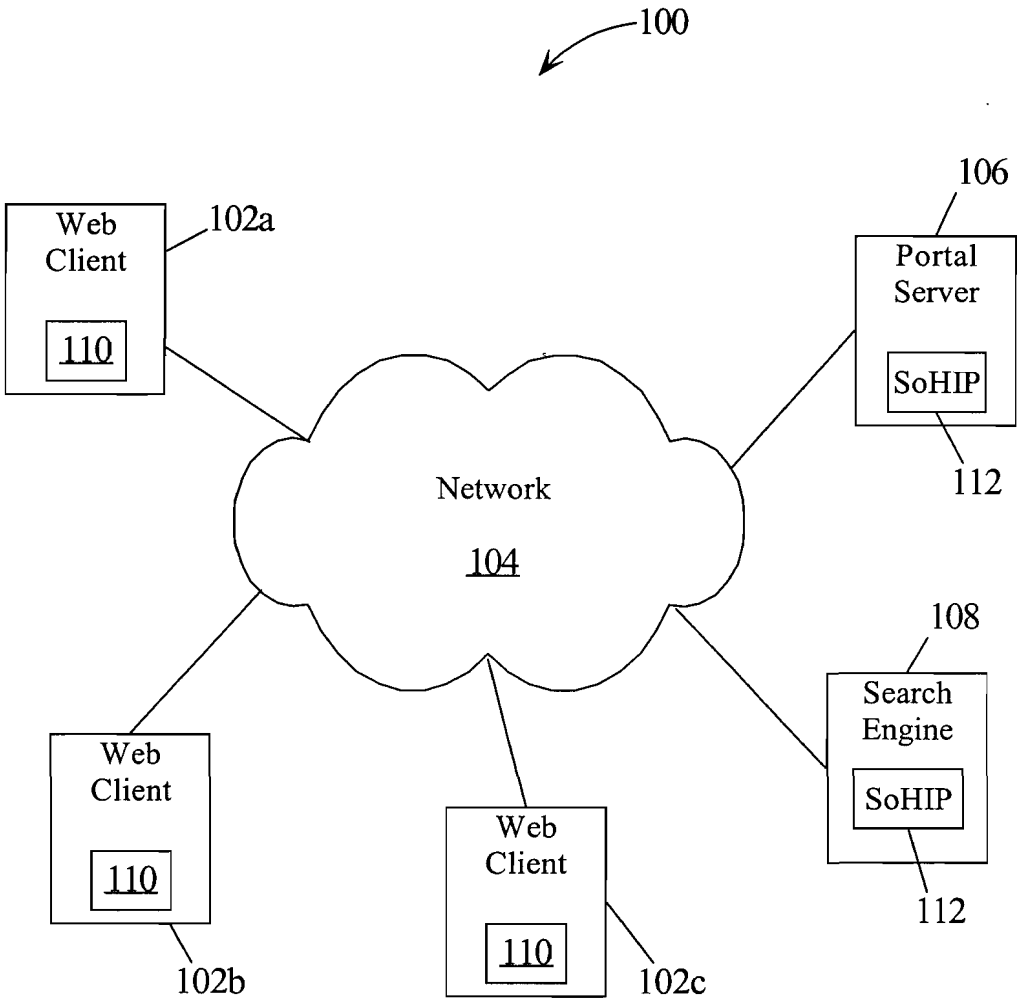
100
Web Client
110
102a
Portal Server
SoHIP
106
112
Network
104
Web Client
110
102b
Web Client
110
102c
Search Engine
SoHIP
108
112

FIG. 1

```
<interests value="root">
   <interest value=sports>
     <interest value+"football" keywords ="American Football">
          <interest value="CU" keywords ="'University of Colorado' Buffaloes"/>
          <interest value="OSU" keywords = "'Ohio State University' Buckeyes"/>
          <interest value="A&M" keywords = "'Texas A&M University' Aggies"/>

     <\football>
     <interest value = "basketball">
          <interest value="Duke" keywords = "'Blue Devils'"/>
          <interest value="North Carolina"/>

     <\basketball>
     <interest value = "baseball">

          <interest value="Texas" keywords = "Longhorns UT"/>

     <\baseball>

     <\interest>
     <interest value = "entertainment ">
     <interest value="movies" keywords = "adventure">

     <\interest>

   <\interests>
```

200, 202, 206, 210, 216, 218, 224, 220, 226, 222, 228, 212, 230, 232, 214, 208, 234

FIG. 2A

```
<keywords>
   <keyword>The Ohio State University<\keyword>
   <keyword>Buckeyes<\keyword>
<\keywords>
```

250, 252, 256, 258, 260, 254, 262

FIG. 2B

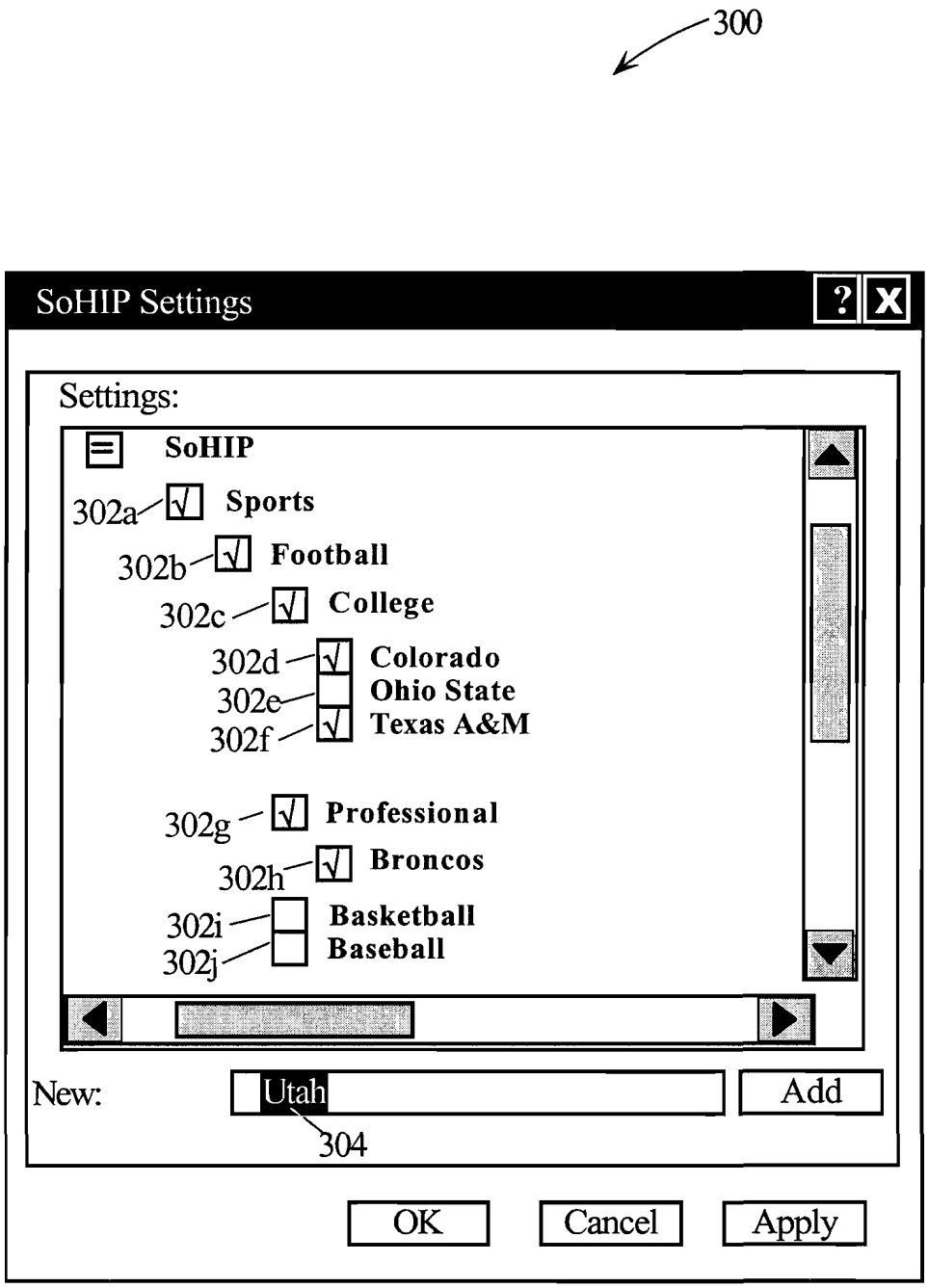
300
SoHIP Settings
Settings:
SoHIP
302a
Sports
302b
Football
302c
College
302d
Colorado
302e
Ohio State
302f
Texas A&M
302g
Professional
302h
Broncos
302i
Basketball
302j
Baseball
New:
Utah
304
Add
OK
Cancel
Apply

FIG. 3

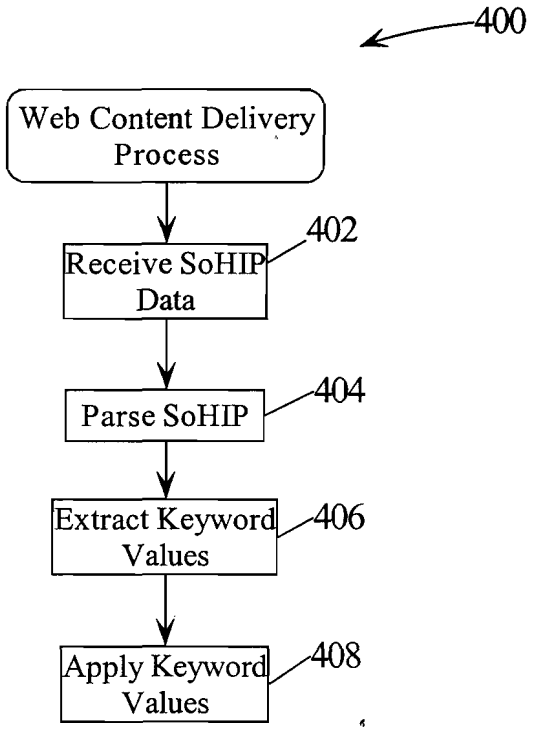
400
Web Content Delivery Process
Receive SoHIP Data
402
Parse SoHIP
404
Extract Keyword Values
406
Apply Keyword Values
408

FIG. 4

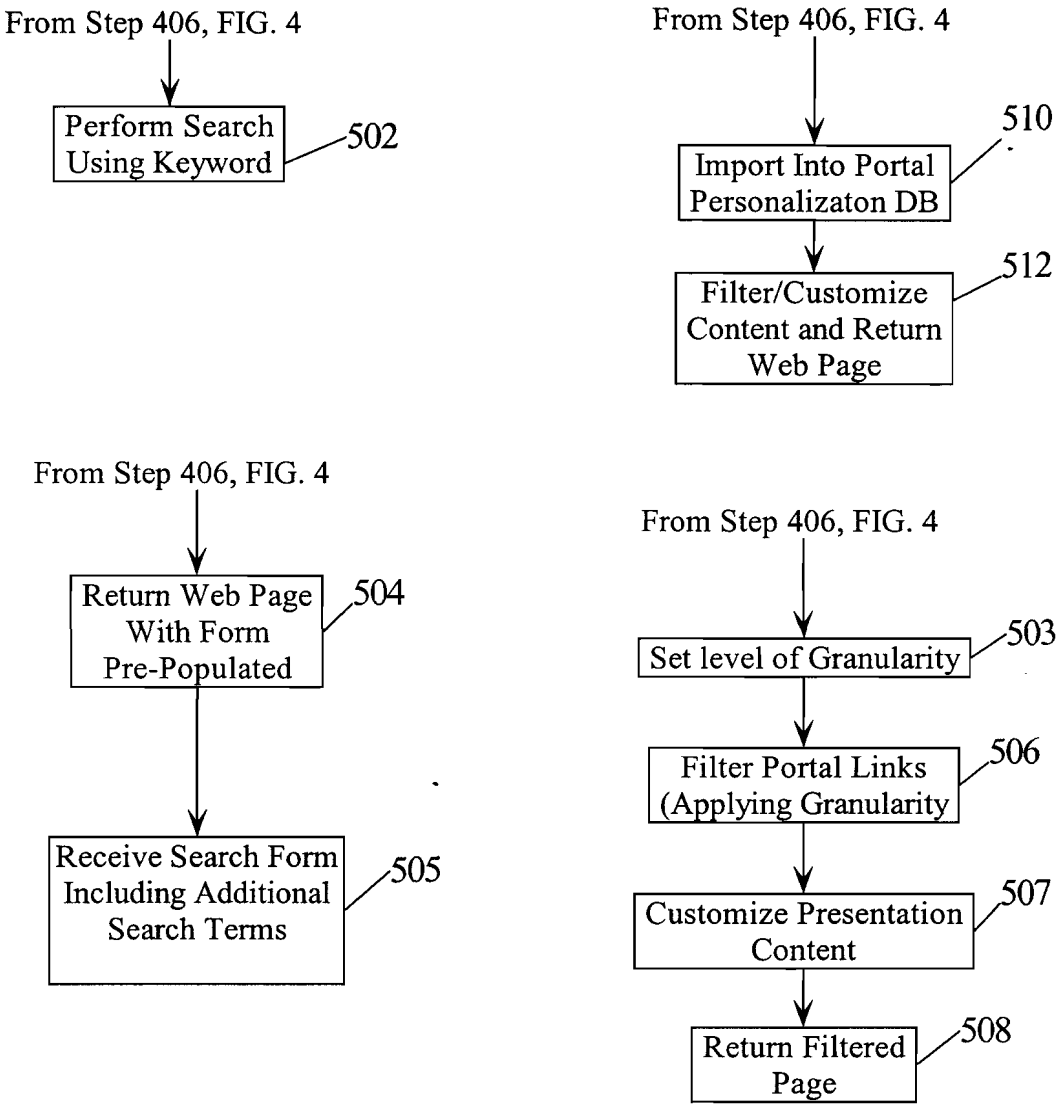
From Step 406, FIG. 4
Perform Search Using Keyword
502
From Step 406, FIG. 4
Import Into Portal Personalizaton DB
510
Filter/Customize Content and Return Web Page
512
From Step 406, FIG. 4
Return Web Page With Form Pre-Populated
504
Receive Search Form Including Additional Search Terms
505
From Step 406, FIG. 4
Set level of Granularity
503
Filter Portal Links (Applying Granularity
506
Customize Presentation Content
507
Return Filtered Page
508

FIG. 5

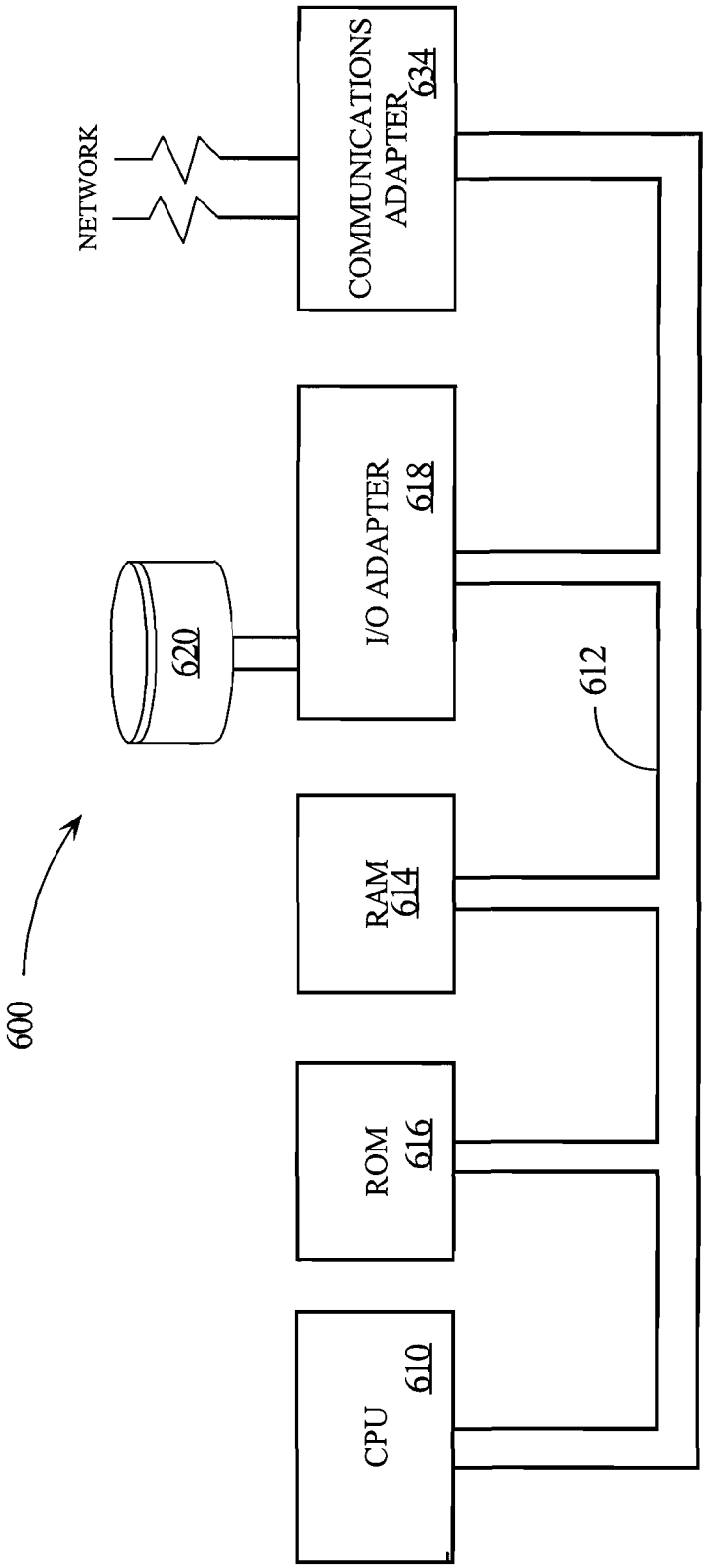
600
CPU
610
ROM
616
RAM
614
612
620
I/O ADAPTER
618
NETWORK
COMMUNICATIONS
ADAPTER
634

FIG. 6